

# MEET US AT THE FOUNTAIN.

# THE BIG STORE.

# A CITY IN ITSELF.

# WE'LL ALL BE THERE THIS WEEK.

# Second Anniversary

## SIEGEL & COOPER

### SIXTH AVE. 18th & 19th STS.

### Dress Woollens of All Sorts.

Gay, sober, rich and chic, each and every one the latest and nobbiest that this country or Europe could provide, to be displayed to-morrow, marshalled by prices which would not be nearly so low were it not Anniversary week.

**COLORED DRESS GOODS.** FANCY GOODS in very neat and durable styles, the best and the newest combinations, Anniversary price, per yard..... **25c**

**FANCY AND PLAIN COLORED DRESS GOODS.** In elegant twills and serges, silk mixed fancies and mixed chevrons, choice to-morrow. Anniversary price, per yard..... **48c**

**FINE IMPORTED NOVELTY AND PLAIN DRESS GOODS.** the newest colorings—the very latest effects, Anniversary price, per yard..... **1.00**

**BLACK DRESS GOODS.** BLACK ALL-WOOL SURAH SERGE, a good, honest quality, suitable for hard, every-day wear, to-morrow, per yard..... **25c**

**FINE BLACK GRANITE,** strictly pure worsted, a very dressy black fabric, actually worth 75c, per yard, Anniversary price..... **45c**

**BLACK DRESS GOODS,** in a large variety of fancy weaves and plain cords, twills and serges, actually worth \$1, to-morrow..... **68c**

### Silk Dress Goods.

An extremely rich and especially bewitching collection, doubly charming because the prices are so low.

**BLACK SILKS.** BLACK BROCADED SATINS, new, handsome and rich, strictly pure silk, and not to be had elsewhere for less than 75c, per yard, to-morrow..... **48c**

**BLACK SATIN DUCHESSE,** of a fine heavy quality, a satin that we are positive cannot be purchased anywhere for less than \$1 per yard, Anniversary price..... **88c**

**BLACK BROCADED SILKS AND SATINS,** in rich, heavy qualities, beautifully designed, and actually worth \$1.25 and \$1.50, choice to-morrow. Anniversary price..... **95c**

**COLORED SILKS.** CHIC COLOR EFFECTS IN STRIPES AND ILLUMINATED FANCY IDEAS, the correct thing for Fall, choice to-morrow per yard at 68c, 85c, and..... **98c**

**HANDSOME NOVELTIES IN STRICTLY NEW FALL IDEAS,** plaids, stripes, warp printed silks, chic styles and money-saving prices, \$1.25 and..... **1.50**

### Noteworthy Doings in the Cloak Department.

Six items which strongly flavor of the Anniversary Bargain Spirit.

**A Silk-Lined \$22.50 Suit for 15.75.**

Made of fine Venetian cloth, silk lined throughout. The jacket and skirt strap seam trimmed. The skirt made with the popular and graceful flounce, extremely nobby and durable.

**A \$10 Silk-Lined Jacket for 6.95**

The latest in jackets, either fly-front or double-breasted style, elegantly tailored, and actually worth \$10, and some even worth \$12.

**New Capes for Ladies.**

**At \$8.90,** made of Kersey, trimmed with satin and braid, silk lined throughout, and considered a bargain elsewhere at \$12.

**At \$9.75,** made of seal plush, lined with satin, and elaborately trimmed with ribbon and jet, edged with skunk; elsewhere \$12.50.

**CHILDREN'S REEFERS OF STYLISH MIXTURES,** the new and proper Fall weights, neatly braided collars, lined throughout, not to be had anywhere for less than \$5.00, Anniversary price..... **3.75**

**A Surprise in Tea Gowns.**

Made of dainty chailles and cashmeres, perhaps 75 gowns in all, ribbon and lace trimmed, actually worth \$5.36 and \$7.50, to-morrow, very special, choice of the lot..... **3.95**

**Wines and Liquors.**

**ANNIVERSARY SPECIALS:** Finch's Golden Wedding, Cuckoo's Nest, Pure Rye, Monogram or Gibson's Rye, Whitekeys, superior quality, "1892," per gal., \$3.50; per full qt. bot..... **90c**

Old Pepper, or Donohue's Pure Rye Whiskey, fully matured, per gal., \$2.45; per bot..... **55c**

Hazel Mall Extract, guaranteed by the medical fraternity as being the most nourishing and vigorizing malt extract on the market, per case, \$1.50; per bot..... **13c**

California Port, Sherry, Angelica, the Mustic and Tokay, products of the richest California soil, rich and full bodied, equal to many imported wines, per gal..... **1.25**

St. Julien, a fine California Claret, per case of 12 bots., \$2.50; per gal, 65c; per bot..... **23c**

**Laces and Embroideries.**

**LINEN TORCHON LACES,** a very fine assortment of patterns, 2 and 3 inches wide, regularly sold at 10c, and 12c, per yard; choice to-morrow, Anniversary price..... **5c**

**PLAID LIBERTY SILK,** 21 inches wide, black, white and all colors, invaluable for dainty knickknacks of all sorts, actually worth 45c, to-morrow..... **25c**

**EMBROIDERIES—A simple case of stock-clearing and price cutting—** 10c. Edgings, per yard..... **5c**

2c. Edgings, per yard..... **10c**

3c. Edgings, per yard..... **15c**

6c. and 75c. Edgings, per yard..... **19c**

**UPHOLSTERY.**

We are trying to eclipse even last week's record, and these prices would make you think of fairy tales were not they printed in our advertisement: 150 PAIRS NOTTINGHAM LACE CURTAINS, full length and width, actual value 90c, to-morrow, per pair..... **65c**

250 PAIRS NOTTINGHAM LACE CURTAINS full length and width, many pretty designs, elsewhere \$1.85. Anniversary price..... **1.35**

150 PAIRS WHITE AND ECRU IRISH POINT LACE CURTAINS, many pretty designs, actual value \$3.75, Anniversary price..... **2.75**

100 COUCH COVERS, 3 1/2 yards long, 50 inches wide, fringed all around, and actually worth \$2.50, to-morrow, each..... **1.95**

75 PAIRS CHENILLE PORTIERES, with very pretty borders, full size, heavy fringe at both top and bottom, many artistic colorings, elsewhere \$3.75, Anniversary price..... **2.90**

75 PAIRS TAPESTRY PORTIERES, full length and width, heavy fringe at top and bottom, plenty of pretty colorings, actual value \$3.75, to-morrow..... **3.00**

2,500 YARDS DENIM, 36 inches wide, choice designs and colorings, regularly sold at 12c, per yard, to-morrow..... **10c**

3,000 YARDS EMBROIDERED MUSLIN, 27 in. wide, actually worth 12c, per yard, to-morrow..... **10c**

WE MAKE A SPECIALTY OF CLEANING lace curtains and blankets.

The second week of the Anniversary Sale starts in with the wonderful record of the first week as a helpmate. Good news speeds fast, and what "goods news" has any store set afloat this year that can compare with the opportunities of this Anniversary Sale? Things are not done half fashion in this store—when we cut prices we cut them deep, and in the effort to have the second week of the Anniversary celebration outshine and surpass the brilliant career of the first, we dare say that we have provided values that will make the end desired as much a certainty as the future can ever be made by the plans of mortal man.

**If You Read You Will Be Here; If You Come You Will Buy--That Much Is Sure.**

### Anniversary China

and Glassware.

**FINE CARLSBAD CHINA DINNER SETS** of 102 pieces, including soup tureen, beautifully decorated with delicate violet decoration, actual value \$18.00, Monday special at..... **10.95**

**BEST CARLSBAD CHINA DINNER SETS** of 102 pieces, including soup tureen, artistic decorations, extra thin china, regularly sold at \$21, Anniversary price..... **13.50**

**EXTRA FINE CARLSBAD CHINA DINNER SETS** of 113 pieces, French shape and decorations, exquisitely done, regularly sold at \$30.00, for this sale..... **19.00**

**THEO. HAVILAND'S FRENCH CHINA DINNER SETS** of 113 pieces, decorated with forget-me-nots in their natural color and stippled with coin gold, our regular price \$45, Monday..... **29.00**

**VERY BEST QUALITY CARLSBAD CHINA TEA SETS,** 55 pieces, artistically decorated, elsewhere \$10.50, to-morrow..... **5.90**

**CUT GLASS 8-IN. FRUIT BOWLS,** cut deep with beautiful designs, and guaranteed hand polished, unequalled anywhere for less than \$4, to-morrow very special at..... **3.00**

**CUT GLASS WATER BOTTLES,** large squat shape, extra deep cutting, rich designs, cost of cutting \$3.00, to-morrow..... **2.00**

**CUT GLASS 4-1/2 INCH NAPPIES,** heavy blank deep cut, handsomely designed, \$1.25 cost of cutting, Anniversary price..... **90c**

**CUT GLASS CELERY TRAYS,** exquisite designs, deep cut on heavy blanks, assorted shapes, \$3.50 cost of cutting, to-morrow..... **3.00**

**JARDINIERS,** beautiful pots of every shape and color, artistically modelled, with and without handles, sizes 5, 9 and 10 inches, actual values \$1.50, \$2.00 and \$2.50, your choice to-morrow..... **75c**

**UMBRELLA STANDS** of Japanese china, the blue and white style, to-morrow..... **1.25**

**BOHEMIAN GLASS VASES,** richly colored and decorated with gold, in elaborate shapes—10 inches high, worth \$4.50..... **1.50**

12 inches high, worth \$5.00..... **1.75**

14 inches high, worth \$6.00..... **2.00**

16 inches high, worth \$7.50..... **2.50**

18 inches high, worth \$8.00..... **3.00**

**TABLE TUMBLERS,** of finest thin blown lead glass, beautifully engraved and finished, actually worth 75c, dozen; to-morrow..... **35c**

**PARLOR LAMPS,** tall, squat and fancy shapes, with globes to match, artistically decorated by hand with the most magnificent decorations; for this sale we have marked down \$6.00, \$5.00 and \$4.00 lamps to..... **2.75**

**CUSPADORES,** of rich pottery, decorated with fine mellow tints of every color, actually worth 75c; to-morrow, choice..... **25c**

**Genuine Diamond Studs Worth \$49.75 for \$14.50.**

We have just consummated a phenomenal purchase of diamonds, including 61 diamond studs. These shirt studs weigh from 3-8 karats to 3-4 karats each, the weight of each stone being plainly marked upon the tag of the article. These weights are guaranteed. When you consider that it will only cost you \$2.50 at most to convert this stud into a ring, you will better appreciate this remarkable value. Four of these studs are worth \$49.75, 5 of them \$38.50, 7 of them \$31.00. Your choice of the entire lot Monday..... **14.50**

**620 LADIES' STYLISH HOOP RINGS,** of solid gold, set with two rose diamonds and three pearls, also other combinations, making some of the latest and prettiest rings worn. These rings are actually worth \$3.50, choice to-morrow, Anniversary price..... **1.38**

**SOLID SILVER CHATELAIN WATCHES,** small and dainty, in plain polished or engraved cases, imported to sell at \$8.50, choice to-morrow..... **3.95**

### Stationery.

High quality, low price and right treatment in this department all the year around enables us to celebrate with a clear conscience. To-morrow's Anniversary offerings:

**FINE WHITE WRITING PAPER,** 120 sheets to a package, an exceptional value at our Anniversary price..... **10c**

**DENNISON'S IMPORTED CREPE PAPER,** with tinted edges, very special, to-morrow, per roll only..... **5c**

**LONG DAY BOOK,** size 14 1/2 by 6 inches, bound in cloth, made of good white paper, 350 pages, Anniversary price..... **18c**

**ESPECIAL ATTENTION IS CALLED** to our department for engraving wedding invitations, visiting cards, At Home cards, reception, etc., etc. Our work cannot be surpassed—prices the lowest.

**Untrimmed Millinery.**

More special values that will help to make this Anniversary famous:

**FUR FELT (NOT WOOL) ALPINES** in black and colors, new, fresh goods and styles, Anniversary price..... **49c**

**CHILDREN'S CLOTH TAM O'SHANERS,** with chenille polka dots, the very latest, and just the thing for school, great variety of colors, Anniversary price..... **59c**

**FANCY FEATHERS,** the most complete stock of imported and domestic goods shown anywhere—Imported Merle Birds, actually worth 59c, Anniversary price..... **39c**

**FANCY QUILLS,** Guinea hen effects, the latest, very nobby, regularly sold at 69c, Anniversary price, per pair..... **49c**

**More Fall Underwear.**

Exceptionally strong values for ladies and children, which will bear the strongest searchlight of investigation:

**500 DOZEN LADIES' FLEECE-LINED VESTS & PANTS,** finished with pearl buttons and silk ribbon at neck, in natural and Egyptian colors, actual value 35c, to-morrow..... **17c**

**250 DOZEN LADIES' FINE WOOL COMBED EGYPTIAN COTTON VESTS & PANTS,** beautifully trimmed front and neck with silk, a perfect garment for those who desire winter-weight cotton underwear, Anniversary price..... **48c**

**250 DOZEN LADIES' FINE WOOL COMBINATION SUITS,** heavy silk trimming on front and neck, natural and white colors, all sizes, actually worth \$1.50, Monday..... **79c**

**100 DOZEN MISSES' RIBBED COTTON FLEECE-LINED VESTS,** actually worth 25c, Monday..... **15c**

**500 DOZEN CHILDREN'S FINE MERINO VESTS, PANTS AND DRAWERS,** finished with pearl buttons and covered seams, sizes 16 to 34, worth 39c, Monday..... **25c**

**Anniversary Photos.**

The half-price sale of Souvenir Carbonette Photos of Babies two years old, or less, will be continued this week with renewed vigor in our Photograph Gallery. Hundreds of mothers delighted with last week's proofs, can testify to the excellent quality of photos made for them, and this week we look for even more sittings than last.

REMEMBER, this is an ANNIVERSARY opportunity and the finest Carbonette Photos of babies, born since the initial opening of the Big Store (Sept. 12, 1896), are offered per dozen, for only..... **1.50**

Special prices also on Crayons and Water-colors, for the babies.

Photograph Gallery, 7th floor. Elevators either side of 6th Ave. main entrance.

### Anniversary House-

furnishing Goods.

**ENTERPRISE MEAT CHOPPERS,** conceded by every one to be the very best, to-morrow, Anniversary price..... **1.00**

**GARBAGE CANS,** 20 quart size, made of strong, heavy galvanized iron, Anniversary price..... **30c**

**TOILET PAPER,** rolls of fine tissue, our Duke brand, regularly offered at 6c, Anniversary price..... **2c**

**CLOTHES WRINGER.** The Challenge, a hard wood frame mangle iron trimming and pure white hard rubber rolls, fully warranted, to-morrow..... **75c**

**PASTRY BOARDS,** large size, made of clear lumber, highly finished, regularly sold at 2c, to-morrow choice at..... **15c**

**COAT HANGERS,** the Wood style, nicely varnished, Anniversary price..... **2c**

**BREAD BOXES,** for cake also; made of heavy tin, nicely japanned, Anniversary price..... **18c**

**DOG COLLARS,** all richly studded with pretty designs and all lined, regular 50c, 75c, and \$1 values, Monday choice..... **25c**

**CURTAIN STRETCHERS,** the folding style, made with patented pins, steel lugs and hinges, Anniversary price..... **75c**

**CHAMOIS SKINS,** large and soft, actually worth 25c, Anniversary price..... **15c**

**READY MIXED PAINT,** put up in 4-pint cans, any colors and all ready for use, Anniversary price..... **8c**

**ELECTRIC BELL OUTFITS,** complete with 2 1/2 inch iron box bell, bell battery, wire, push button, staples, etc., Anniversary price..... **49c**

**STEEL HATCHETS,** for family use, regular size and fitted with shaped handles, Anniversary price..... **22c**

**CARPET TACKS,** all sizes, the best, per dozen packages, Anniversary price..... **8c**

**Mustin Underwear.**

An improvement even upon the splendid values offered last week:

**50 DOZEN HANDSOME EMPIRE GOWNS,** choice of two styles, one made with wide embroidery in front of neck and finished with a fine tucked collar, the other has full lawn ruffle, with an open pattern of Hamburg insertion, each very dainty, choice to-morrow, Anniversary price..... **49c**

**25 DOZEN FINE CAMBRIC EMPIRE GOWNS,** with wide Hamburg insertion and Torchon lace in front of neck, revers and full sleeves, trimmed with wide Torchon lace, a \$1 gown, Monday at..... **69c**

**50 DOZEN MORE OF THOSE 12C CORSET COVERS,** in two styles, high and V neck; made of fine cambric, with embroidery at neck, and finished with pearl buttons, all sizes, Monday, choice at..... **12c**

**Butterick Patterns** for September, '98, now ready.

**Umbrellas.**

Record-breakers, even for Anniversary time:

**300 UMBRELLAS,** covered with genuine English gloria made on best paragon frame, with steel rod, 26 and 28 inch size for man or woman, finished with choice natural wood handles in different shades, and fitted with silk cases and tassels, to-morrow at the special Anniversary price of..... **75c**

**Umbrellas Re-covered.**

For one week, commencing Monday, Sept. 19th, our umbrella manufactory will re-cover any umbrella with fine quality English tafeta cloth, which is close rolling, fast black and warranted to wear, making your old umbrella equal to new for the extremely low price each of..... **65c**

### Another Lot of

Those Pretty Aluminum

Souvenir Boxes

will be given away in honor of the second anniversary—Monday morning—the first 2,500 ladies entering our 6th avenue centre entrance will be entitled to one of them. If you're prompt you'll have one.

### A New Venture--Pianos!

As we have already done in well nigh a hundred different lines of merchandise, we shall do in Pianos—cut the enormous profits charged by specialty stores down to one-third, and place high grade, strictly perfect pianos before the public at rational prices. It happens that we can make this wonderful offer at a very appropriate time—Anniversary Week.

We haven't room for much talk, but these Pianos, named the "Bernhardt," are sweet toned and fully guaranteed. Piano as follows: Height, 4 feet 8 inches; width, 2 feet 3 inches; length, 5 feet 2 inches; 74 octave, ivory keys, overstrung bass, harmonic scale, three strings to each note, improved repeating nickel set on brackets and pedal guard; Boston full-swing dual music desk, nickel-plated continuous hinges throughout, three pedals, full iron frame (covering rest plank), deeply veneered in oak, walnut and mahogany. Every piano guaranteed for five years. We shall be glad to have you look at them to-morrow. The price for these splendid new Pianos is to be no more than the usual price of a second-hand Piano of inferior make. .. **125.00**

Haven't we a right to feel a little boastful about them?

**Anniversary Furniture Special.**

An avalanche of values from this department, which proves that it certainly is never going to stop progressing.

See here:

**Quarter sawed solid OAK SIDING BOARD,** heavy, 4 1/2 wide, large, heavy joints, posts of 3x3 pattern—bevelled French plate 24x28 inches, with swell front lined silver drawer. It is 6 1/2 feet in height and sells regularly for \$29.50; sale price..... **16.50**

**THIS CHIFFONIER** is made of solid oak, antique finish, with fluted front drawers and double top, it is 56 inches high, 32 inches wide, 19 inches deep, has hardwood runners on drawers and is very well constructed; there are but 100 in the lot; regular price \$5.50; the Anniversary price Monday..... **2.89**

**HEAVY ANTIQUE FINISH TABLE,** with large top, four-inch legs and easily worked slides; in fact a \$7.50 table, Monday, for..... **4.50**

**ANTIQUE OAK FINISH 50 INCH OFFICE DESK,** with dust-proof curtain top, well made, with drawers, on both sides, or drawers on one side and cupboard on the other. This desk has two small drawers, 30 inches deep, 45 inches high. It sells regularly for \$15.00. Anniversary price..... **9.50**

**Anniversary Bargains in Wall Paper.**

To eclipse the Anniversary offers of last week will require strong pressure—but we intend to do it. Just for a starter:

**GOOD WHITE BACK PAPERS,** in scroll, floral and chintz effects, with borders and ceilings to match, bought before the advance in prices, there are to be sold to-morrow for only..... **4c**

**FINE GOLD AND VARNISHED GOLD PAPERS,** suitable for any room, 15c, at the exclusive dealers, here to-morrow, Anniversary price..... **8c**

**HALL, DINING ROOM AND PARLOR PAPERS,** embossed and plain, in light and dark shades, with elegantly blended borders, actually worth 25c, Anniversary price..... **11c**

**PARLOR, LIBRARY, RECEPTION, AND HALL PAPERS,** 50 of the newest and prettiest designs, regularly sold at 35c, to-morrow, Anniversary price..... **18c**

**PARLOR DESIGNS IN FINE HAND-MADE AND PRESSED PAPERS,** the richest of the rich, none worth less than \$1, to-morrow, Anniversary price..... **38c**

Special inducements to real estate men.

**5,000 "Chappie" Cigars to be Given Away Monday.**

It will entitle you to one of our Chappie 5c. cigars. We claim it equals the best 10c. cigar sold elsewhere, the best proof of which is the ever increasing sale of this brand. It's a Sumatra wrapper, finest long mixed Havana filler Cigar, Puritanos, size 4 1/2 inch, and is regularly sold at \$4.50 per hundred. We desire to double our present outlet of this brand, and knowing that one trial will make a steady customer, we will give away to-morrow to the first 5,000 gentlemen presenting a copy of this advertisement one of these good cigars. Remember only 5,000 are to be distributed, so be early.

**Cut Out This Ad.**

**Puritanos**